

# Transmeta™ Efficeon™ Processor Logo Usage Guidelines



## GENERAL GUIDELINES

The Transmeta™ Efficeon™ processor logo guidelines are intended for Transmeta employees, customers, consultants, licensees and other third parties planning to use Transmeta's trademarks or logos in both corporate and brand communications, including but not limited to the following: Electronic messages, printed or online promotions, advertising, instructional manuals, reference material, marketing material, web sites (but not in web domain names), products, labels, packaging or other print or online graphic material. Adherence to the guidelines will assist in the creation of high-quality marketing materials with a consistent look that will enhance the corporate brand. To preserve the market strength of all Efficeon processor collateral and to protect Efficeon processor legally, do not deviate from the guidelines.

NOTE: If you are a LICENSEE of a Transmeta trademark or logo, your license agreement with Transmeta may contain special usage guidelines that are different from the guidelines contained in this document. In that event, please follow the guidelines in your license agreement rather than these. If your license agreement with Transmeta does not contain specific trademark usage guidelines, please use these.

## CONTACT INFORMATION

For answers to questions regarding the use of the Efficeon Processor logo or to obtain the latest graphics or electronic artwork files, contact us at:

Telephone: (408) 919-3000  
Facsimile: (408) 919-6540  
Email: trademark\_info@transmeta.com

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# Core Visual Identity

The graphic expression of our brand

## THE LOGO

Our identity is shaped by the way we present our brand to the world. We influence what people think and feel about the Efficēon brand through its appearance and visual representation.

The core Efficēon Processor logo is a wordmark that consists of custom drawn letter forms. Whenever possible, the Efficēon Processor logo should be presented in its full-color version as seen to the right.

It is vital that the brand identity retains its intended shape, form and color. Therefore it is imperative that no one attempts to modify or recreate the Transmeta Efficēon processor logo under any circumstances. Use only artwork source from or provided by Transmeta.

## LOGO CLEAR SPACE

The logo should be surrounded and protected by a minimum clear space so that it does not compete with nearby graphics. The minimum amount of clear space required to surround the logo must be the equivalent of the x-height of the the "e" found in the wordmark.

Maintaining a clean and uncluttered area around the Efficēon Processor logo maximizes the visual impact of the artwork.

## MINIMUM SIZE

To ensure legibility, the Efficēon Processor logo may not be reproduced below 0.75".

Because customers will also encounter the Efficēon Processor logo through electronic media, it is important to maintain consistency when presenting the identity on the Internet, on a CD ROM or other types of electronic media. The minimum size for the identity is 56 pixels wide.

Always reproduce the Efficēon Processor logo from approved resources.

### Core Efficēon Identity: Full-color version

The Efficēon logo in its full-color version, featuring the word "efficēon" in a blue and green italicized serif font with a trademark symbol.

### Core Efficēon Identity: Clear Space



The Efficēon Processor logo: clear space

### Core Efficēon Identity: Minimum Size



The Efficēon Processor logo:  
minimum print size



The Efficēon Processor logo:  
minimum electronic media size

# Colors and Backgrounds

## Communicate clearly and consistently

### FULL COLOR

Color is essential to brand strategy. It helps to establish and maintain the look and character of our brand. The use of color in every application of the Efficēon processor brand must appear consistent throughout all production and fabrication mediums. Outlined below is the Pantone Matching System® (PMS) color palette. It should be used as a reference when choosing colors for printed media.

Whenever possible, the Efficēon processor logo should be presented in its full-color version. If only a single color is to be used, and the color can be selected, choose either Pantone® 5545 or Pantone 5405.

Note: Different inks, paints, lacquers or other materials used in manufacturing or reproduction processes may not be the exact same formula as either Pantone 5545 or Pantone 5405. Thus, when creating silkscreen, outdoor, online, or other versions of the logo, please visually match Pantone 5545 or Pantone 5405 as closely as possible.

### LIMITED COLOR

The one color Efficēon logo must only print positive against a light background with values ranging from 10% to 40%. For effective contrast against dark tone backgrounds, use the reversed (white) logo. When it is necessary for the Efficēon Processor logo to appear reversed out of a solid color background on a light colored substrate, use the all white version of the logo. Please use discretion when placing the logo over textured, or toned backgrounds. The Logo may reverse out to the substrate providing sufficient contrast, or a tint of at least 50%.

Full color version of logo artwork over white background



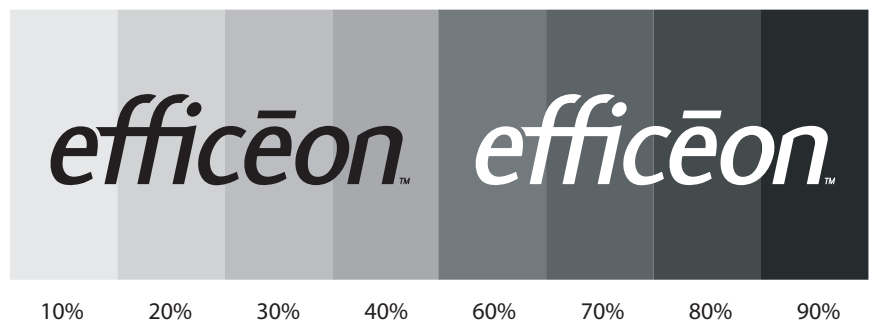
One color version of logo artwork over white background



All white version over solid dark color background



Black and white version over toned background



# Identity Variations

Protecting valuable intellectual property

## LOGO VARIATIONS

The Efficēon Processor logo is a valuable asset to Transmeta Corporation and represents the products promise to its customers. All uses of the identity must be correct everywhere, all the time, both internally and externally.

The exhibits to the right are the only approved variations to the primary Efficēon processor logo. These versions have been created to provide clarity regarding the brand and its relationship to Transmeta Corporation or to protect the legibility of the logo. All guideline issues covered with the core Efficēon processor logo apply to these logos.

## LOGO ARTWORK WITH CORPORATE SIGNATURE

This variation of the Efficēon processor logo has been designed for use when the identity will not be accompanied with copy that communicates the brands relationship to Transmeta Corporation.

## LOGO ARTWORK WITH PROCESSOR DESCRIPTOR

This variation of the Efficēon processor logo has been designed for use when the identity will not be accompanied with copy that communicates the brands relationship to the product category.

## LOGO ARTWORK IN SHAPE

This variation of the Efficēon Processor logo has been designed for use when the logo must appear on textures, over photography or near colors that would adversely effect the legibility of the logo.

Always use the logo version most appropriate for the particular execution to achieve optimal contrast between the logo and its background.

Reversed and solid black versions of the Efficēon Processor logo are available for use over photography. Never use the full-color version of the logo over a photo.

### Full color version of logo artwork with corporate signature

\* Use when there will be no reference to Transmeta in copy.



The Efficēon Processor logo with Corporate Signature: Clear space



The Efficēon Processor logo with Corporate Signature:  
minimum print size

### Full color version of logo artwork with processor descriptor

\* Use when there will be no reference to the product category in copy.



The Efficēon Processor logo with Descriptor: Clear space



The Efficēon Processor logo with Descriptor:  
minimum print size

### One color version of logo artwork in shape

\* Use when the logo must appear over texture or photography.



# Trademark Usage Guidelines

Referring to our brand in copy and print

## USE THE TRADEMARK AS A PROPER ADJECTIVE

Trademarks are adjectives. As such, they modify a noun and should mostly be used with the noun it modifies. In the example below “Processor” is the noun, and “Efficeon” is the trademark.

**Like this:** Efficeon™ processor for mobile computing

**Not this:** Efficeon™ for mobile computing

Do not pluralize the product, use it in the possessive form or use it as a verb.

**Incorrect:** The Efficeon’s™ package is square.

## REFER TO THE CORPORATE IDENTITY

You should refer to the full product name and use the trademark and symbol completely at the first and most prominent reference. Use Transmeta as a trademark (Transmeta™) at the first reference of Efficeon™ in copy. Subsequent references of Efficeon in copy may omit the leading “Transmeta™” and the “TM” symbol.

**First appearance of the brand in copy:**

...the Transmeta™ Efficeon™ processor makes...

**Following appearances in copy:**

...the Efficeon processor makes mobile computing...

## SET THE TRADEMARK APART FROM THE NOUN IT MODIFIES

Capitalize the brand name and use the trademark symbol (™) after the brand name. Also, do not join a trademark to other words, symbols, or numbers. It is OK to pluralize the trade name.

**Like this:** Efficeon™ processor from Transmeta

**Or this:** Transmeta’s Efficeon™ processor

**Not this:** Efficeon processor™ from Transmeta

## USE THE TRADEMARK IN THE INTENDED WAY

Please use Transmeta Corporation’s trademarks only for the goods or services for which they were originally intended. Please do not alter our trademarks in any way, or portray them negatively, make puns out of them, or disparage them in any way. If you have any questions or concerns, please contact us.

## DO NOT COMBINE TRADEMARKS OR NAMES

Our trademarks are not to be combined with another trademark or brand name from any source other than Transmeta. Please do not combine our trademarks with the name of any other entity.

## DO NOT SHORTEN OR ABBREVIATE

Do not alter the trademark in any way.

**Do this:** Efficeon™ Processor for Mobile Computing

**Not this:** EPMC™

**Or this:** Efficeon™ Pro. for Mob. Comp.

## USE THE APPROPRIATE SYMBOL

Although some of Transmeta’s marks are registered in several jurisdictions, we recommend using the superscript version of the symbol “TM” i.e., ™. If superscript is not available, please place “TM” in parentheses, i.e. (TM).

## DO NOT USE OUR TRADEMARKS IN DOMAIN NAMES

Transmeta trademarks may not be incorporated into an Internet domain name of another company as it would likely confuse consumers regarding the source of the web site. Therefore, please do not combine our trademarks with your domain or any other company’s domain names.

## CURRENT TRADEMARKS

The following is a list of trade names currently owned and maintained by Transmeta Corporation.

**Trade Names:** Transmeta  
Transmeta Corporation

The following is a list of trademarks currently owned and maintained by Transmeta Corporation.

**Trademarks:** Transmeta™  
Efficeon™  
Crusoe™  
LongRun™  
LongRun2™  
Code Morphing™